Being More Competitive Through Analyzing Business Process And Managing Customer Relationship Database
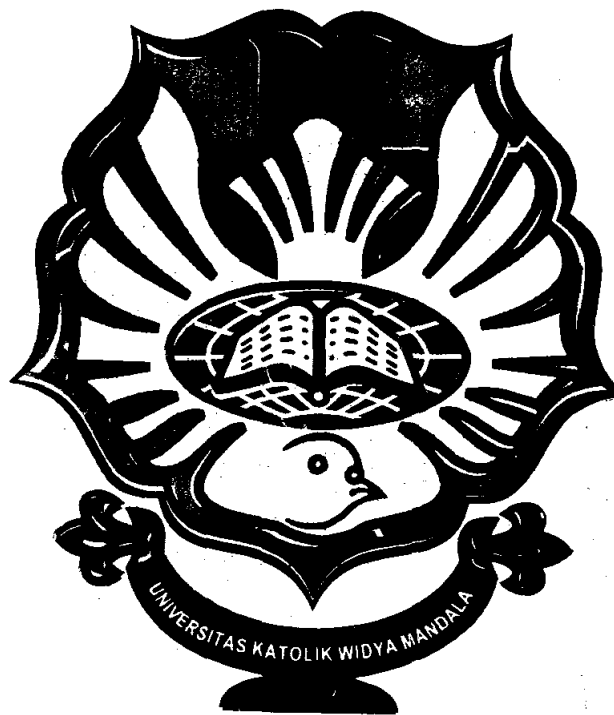
A THESIS

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2004

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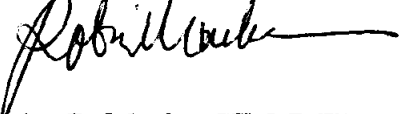
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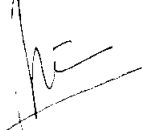
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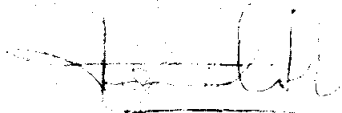
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ii

Foreword

Top Managements level have always used information to perform their tasks, so the subject of information system is nothing new. What is new is the ease with which accurate and current information can be obtained and communicated. The innovation that makes this capability possible is the computer which is called computer-based information system. Increasingly, organizations are becoming aware that information is a resource of strategic importance and the computer can cultivate that resource.

The task for creating a computer-based information system is similar to developers who build a house. The work of developers of computer-based information systems is guided by blueprints. The blueprints are example of methodologies that comprise recommended ways of doing things. The developers use an assortment of tools such as data modeling, process modeling, and database programming software.

Lotarius Bern Hard Anthony Santoso

Acknowledgements

First and foremost, the writer would like to express deepest gratitude to God Almighty for his grace, guidance, and providence given to him to finish this thesis well. Then, the writer would also like to thank to the following people who have given so much contributions and invaluable support as well as suggestions and advices to him so that this thesis can be composed in its present form:

1. Mr Rasional Sitepu as a Dean of Engineering Faculty Widya Mandala University.
2. Miss Dian Retno Sari Dewi as a Head of Industrial Engineering Department.
3. Mr Martinus Edy Sianto as a Vice Head of Industrial Engineering Department.
4. Miss Anastasia Lidya Maukar as a first advisor who has given so much ideas and breakthrough solutions.
5. Mr. Sebastian Robin Maukar as a second advisor who has dedicated his time encouraging and guiding the writer finishing this thesis.
6. All of the lecturer in Industrial Engineering Department who have provided knowledgeable and pleasant experience.
7. Mr. Sentiono as a Director of "DWP" company who has provided a worthy chance to the writer conducting fieldwork study.
8. My best friends (Mr. Agung Wijoyo and Mr. Teguh Wibowo) who have given much assistance in burning of spirit.
9. All my beloved friends who have given all the supports and suggestions.

Last but not least, the writer also wants to thank to everyone who has given so much help without their kind help. The writer believes this thesis would never been accomplished as the way it should be.

Lotarius Bern Hard Anthony Santoso

Abstract

The evolving of global economic trade fosters every company finding strategic ways in order to stand survive. "XYZ" Company, a service industry, is a system integrator concentrates on networking and hardware provider. As service industries having direct contact with their customer encourage them to think about what customers do really want and how to make customers satisfied and loyal. The company insists to increase the annual sales revenue. However, at this time, some obstacles in doing business activities have decreased the overall company performances. Thus the director assigns someone to examine the system and do some improvements.

Solving those problems is conducted through analyzing the current business process, proposing the new system and visualizing them by making flowchart, data, and process diagram. The endpoint solution is creating and managing customer relationship database as an Executive Information System device.

Having reliable customer database will ease managerial staff when making relation with customer either maintaining the remaining customers or finding the new ones. As known that customers are the center point of the profit revenue thus how to satisfy what customer wants must be the main concerned immediately. Actually, this customer database can be integrated with other related database such as Enterprise Resource Planning database (ERP) and Supply Chain Management database (SCM).

Table of Contents

List of Figures

List of Tables